

The Point and Hong Chi Association collaborate to organize The Beauty of Nature Drawing Contest

The Point 与匡智会合办“亲亲大自然”绘画比赛



Group Executive Director Christopher Kwok (back, centre) attends the award presentation ceremony of The Beauty of Nature Drawing Contest, jointly organized by The Point and Hong Chi Association

集团执行董事郭基泓(后排中)日前出席The Point与匡智会合办的“亲亲大自然”绘画比赛颁奖礼

The Group's integrated loyalty programme for its malls, The Point, supports worthy charitable causes and encourages its members to donate their bonus points to four charity partners. The Point also joined forces with Hong Chi Association to organize "The Beauty of Nature" Drawing Contest. To proactively promote environmental conservation, The Point leveraged the winning drawings to create green gifts for its members to redeem.

"The Beauty of Nature" Drawing Contest invited students from 14 primary and secondary schools operating under Hong Chi Association to participate, encouraging them to overcome the inherent challenges and showcase their creativity and artistic talent. The contest was divided into primary and secondary school divisions, with the theme "My Favourite Natural Environment" and "My Favourite Animal", respectively. The contest received an overwhelming response with more than 200 entries. Twenty-six awards were presented after the selection by the co-organizers and online voting by The Point members on The Point Facebook page

Last year, to foster green consumption, The Point collaborated with Nature Rescue, which is the first terrestrial and coastal clean-up mobile app, to introduce a reward programme. In addition, to promote its green concepts in the community, the Group recently displayed all the winning entries of the drawing contest at YOHO MALL and printed the two first-prize drawings on gifts exclusively for The Point members to redeem. After deducting costs, the proceeds, plus The Point's extra donation, will be passed on to Hong Chi Association, showcasing the united efforts of The Point and its members to support people in need in the community.

集团旗下“The Point商场综合会员计划”(下称“The Point”)积极支持公益慈善，鼓励会员将The Point积分捐赠予四个合作慈善机构。The Point日前与匡智会合办“亲亲大自然”绘画比赛，并将得奖作品制作成绿色礼品供The Point会员换领，积极宣扬环境保育意识。

绘画比赛以“亲亲大自然”为主题，邀请了匡智会旗下14间中小学参加，以鼓励一些受限于先天条件的学生，发挥创意及艺术才华。比赛分为小学组及中学组，主题分别为“我最喜爱的大自然环境”及“我最喜爱的动物”，比赛最终收到超过200份参赛作品，反应非常热烈。经各合办机构遴选及由The Point会员于The Point Facebook专页投票后，共选出26个得奖作品。

为宣扬绿色消费文化，The Point去年已联合首个以郊野及海岸清洁为主题的移动应用程序“山•滩拯救队”，推出积分奖励计划。为了在社区推广宣传环保理念，集团此前更安排在YOHO MALL内展出所有得奖作品，并且将两个冠军作品印制成The Point独家绿色礼品。扣除成本后，集团将所有收益连同The Point的额外捐款，一并捐赠予匡智会，让The Point与会员同心帮助社会上有需要人士。